

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, JANUARY 10, 1894.

No. 2.

That Vacant Pigeonhole

—In Your Desk

Awaits a copy of our Pocket Directory—one of the few things an advertiser can't get along without.

Lord & Thomas' Pocket Directory, 1894,

is full of fresh newspaper information—contains a complete list of American and Canadian publications, together with their class, circulation and the population of their home town and county.

ONE OF A THOUSAND:

BUFFALO, N. Y., OCT. 10, '92.

MESSRS. LORD & THOMAS, CHICAGO, ILL.

GENTLEMEN: PLEASE ACCEPT MY THANKS FOR THE BEAUTIFUL COPY OF YOUR POCKET DIRECTORY SENT ME. OUR TRAVELING AGENTS USE YOUR BOOK EXCLUSIVELY, AS IT IS IN SUCH CONVENIENT FORM FOR CARRYING AND THE LIST OF PAPERS AND OTHER INFORMATION WHICH IT CONTAINS IS INVALUABLE TO THEM.

YOURS TRULY,

R. V. PIERCE.

It's kept getting better, though it's always been best.
It is a handsome gilded affair, with flexible Morocco cover
—pocketable and convenient.
Price \$2.00, by mail.



LORD & THOMAS,
Newspaper Advertising,
45 RANDOLPH STREET, CHICAGO.

A Flat Failure

has been the experience of many an advertiser because he stopped his advertising at a critical period of its life.

What a tale of wasted thousands could be told by those advertisers who, after having interested and secured the attention of the country people, stopped at a time when, if continued, the result

Would have been a fortune.

It has been proven again and again that continuous advertising is the kind that pays. Advertisers who have stuck to it have become rich. The strength of advertising is in its continuity.

Stick to it—or don't begin.

The advertisers who have stuck to the ATLANTIC COAST LISTS have prospered. There is no reason why they should not—for these 1400 local weeklies reach every week more than one-sixth of the entire reading population of the United States outside of large cities.

These readers are buyers too.

One electrotypes and one order only needed.

ATLANTIC COAST LISTS.

134 LEONARD ST., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

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VOTING CONTEST ENJOINED.

In New York, in December last, one Rudolph Marks, complained that the proprietor of a German newspaper, *Der Wachter*, had instituted in his columns a contest for votes as to whether the said Marks or another named Mogolesko is the more popular actor; and asked the protection of the court. Judge McAdam, in granting the permanent injunction asked for, said:

If a person can be compelled to have his name and profile put up in this manner for public criticism, to test his popularity with certain people, he could be required to submit to the same test as to his honesty or morality, or any other virtue or vice he was supposed to possess, and the victim selected would either have to vindicate his character in regard to the virtue or vice selected, or be declared inferior to his competitor, a comparison which might prove most odious. * * *

An individual is entitled to protection in person as well as property, and now the right to life has come to mean the privilege to enjoy life without the publicity or annoyance of a lottery contest without authority, on the result of which is made to depend, in public estimation at least, the worth of private character or value of ability. Private rights must be respected as well as the wishes and sensibilities of people. When they transgress the law, invoke its aid, or put themselves up as candidates for public favor, they invite criticism and ought not to complain of it; but where they are content with the privacy of their homes, they are entitled to peace of mind, and cannot be suspended over the heated gridiron of excited rivalry and voted for against their will and protest.

PULITZER AS A REPORTER.

One afternoon in the spring of 1897 a well-known resident of St. Louis called at the office of Dr. Emil Pretorius, editor of the *Westliche Post*. He was accompanied by a young man who had been employed for some time as a clerk by the German Emigration Society, of which the caller was manager, and who now desired to undertake newspaper work. The acquaintance had been brief, but the manager cheerfully bore testimony to his companion's intelligence and industry. Dr. Pretorius accepted the recommendation and offered to give the young man a chance as a reporter at a salary not definitely recalled now by the editor, but fixed with certainty at less than \$20 per week. The name of the young man was Joseph Pulitzer.—*Louisville (Ky.) Commercial*.

WITH INTENT TO DECEIVE.

Most people like to receive letters, but they do not like to be bamboozled. The up-to-date advertising circular is got up with intent to deceive. It is inclosed in a fashionable envelope and superscribed in a fashionable, angular handwriting. It bears a two-cent stamp, and has all the outward appearance of a genuine social letter. The householder who receives it turns it over and views the unfamiliar handwriting with pleasurable uncertainty, wondering who the writer may be. When he opens it and finds himself invited to buy Peach's soap or Muleford's acid phosphate or Snook's custom made pants, he naturally gets mad, and as he throws the circular into the grate, highly resolves that, when he has occasion to purchase soap, acid, phosphate or pants, they will not be the brands manufactured by Messrs. Peach, Muleford and Snooks. He feels that he has been imposed upon, and he resents it. Thus the advertiser, instead of securing a customer, has made an enemy.—*Chicago Herald*.

THE WAGON WITH THE WHITE MULE.

The following business advertisement is cut from the Sutton, Clay County, Nebraska, *Advertiser*:

ALL PARTIES HAVING SLOP OR TABLE WASTE, FIT FOR PIGS, ARE NOTIFIED THAT I WILL CALL AROUND FOR IT EVERY MORNING. SO PUT YOUR SLOP IN A BUCKET BY THE BACK DOOR AND WAIT FOR THE WAGON WITH THE WHITE MULE.
J. Swearingen.

Persistent and constant advertising produces results quite surprising.—*H. Senior*.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

AMERICAN GARDENING wants advertisements.

TWO dollars, sent before Feb. 1, will pay for PRINTERS' INK till Jan. 1, 1896.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

1894 PRETTY calendar, 10 cents by return mail. Box 1467, New Haven, Conn.

I WANT all "ad" schemes. New line to place. O. J. EDWARDS, Sec'y, Ellwood City, Pa.

\$90 A DAY made with our new adv. scheme, sent for 25c. Circular free. VLM, Peoria, Ill.

ALL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

SOME of the best daily and weekly papers use my confidential "ed. copy," and they find it pays. G. T. HAMMOND, Newport, R. I.

"SMALL TALK ABOUT BUSINESS" By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

EDITORS—Do you want an efficient correspondent for your paper from Columbus, O.? Address LEWIS GARRISON, care Ohio State Journal.

SPECIAL OFFER—Send \$1. and 3 cols. of "ed. copy" in manuscript will be sent by return mail. Mention politics. G. T. HAMMOND, Newport, R. I.

EVERY person troubled with corns, bunions and warts to send for a free sample bottle of Persian Corn Cure. MONROE COHN, 332 W. 51st St., N. Y.

WANTED—Position, by experienced perfumery salesman; understands writing and placing drug and perfumery advertisements. "M. N. O.," care Printers' Ink.

DO you want a first-class advertisement writer and manager for \$1,320 a year? Soap, push, highest references. Now with large dept. house. Address "COMPETENT," care Printers' Ink.

WHO DOES YOUR EMBOSSEING! Elegant designs in catalogue covers. Send for samples and prices. GRIFITH, AXTELL & CADY CO., fine catalogue printers, Holyoke, Mass.

PHILADELPHIA'S most successful dry goods advertisement writer would engage with leading Eastern or Western retailer after new year. Address "CARLOS," care Printers' Ink.

SOMETHING new! You hustle for locals, we'll do the rest. Just the thing for publishers who are rushed. Investigate. MIDLAND LITERARY BUREAU, Lock Box 37, Unionville, Mo.

WANTED—Republican editor of ability to take partnership interest in est. weekly in Montana. Must have \$2,000 to \$3,000. Profitable business guaranteed. "X.X.," Printers' Ink.

WANTED—"A Journalist" to work in New York City. Age not over 30. Salary \$10 a week. Address, stating name, experience, or training and references. "B. B.," office of Printers' Ink.

WANTED—A high-grade advertising solicitor, familiar with general car advertising and prepared to devote his exclusive time to the one advertising medium. Address "A. B. C.," care Printers' Ink.

WANTED—The Western agency of a leading Eastern weekly or monthly publication, who would make liberal arrangement to secure good Western business. References. Address CHAS. B. DARLING, 79 Dearborn St., Chicago.

PARTNER wanted in established Sunday and weekly newspaper in New York town of 20,000. Patronage from \$8,000 to \$12,000 a year. Half interest will cost \$3,000. Address "SNAP," Wilkes-Barre, Pa., care Camp Bros.' Adv. Agency.

YOUNG new-paper man, 4 years' experience as city editor of large city weekly, reporter on large city daily, and correspondent of leading N. Y. daily, desires position. Shorthand writer. Best recommendations. "W. A. L.," Printers' Ink.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

ADVERTISERS who wish to reach the people of Missouri, Kansas, Iowa and Illinois with circulars, samples, signs, books, magazines, etc., should correspond with the CONTINENTAL ADVERTISING & DISTRIBUTING CO., Pleasant Hill, Mo. Lock Box 298.

WE want you to work for us, thus making \$12 to \$35 per week. Parties preferred who can furnish a horse and travel through the country; a team, though, is not necessary. A few vacancies in towns and cities. Spare hours may be used to good advantage. B. F. JOHNSON & CO., 11th and Main Sts., Richmond, Va.

TIME, money saved ALL business men for asking. A. H. SWANK MFG. CO., Fremont, O.

WE have good, experienced men on the road selling Magic Condition Food and Gluten Health Flour in Middle, Southern and Western States, also advertising wagon visiting all towns of middle Tenn. and Ky. We want something to help pay expenses. Can do effective work in selling or advertising. Correspondence solicited. Refer, Dun's Agency or banks here. UNION FEED CO., Chattanooga, Tenn.

LOCAL REPRESENTATIVES—If you are in a position where you can devote some spare time each month in interesting the makers of goods sold in hardware stores in the only magazine devoted to hardware dealers, it will be to your interest to at once correspond with D. T. Mallett, 78 Reade St., New York, publisher of THE HARDWARE DEALER, a Magazine of Ideas and Information for Hardwaremen.

\$1—CLASSIFIED advertisements, to appear by the year, are accepted for PRINTERS' INK at a dollar a word, if paid for in advance. Orders not accepted at this rate for less than ten words. Ten dollars pays for inserting ten words a whole year; eleven words cost \$11; 40 words \$40. Yearly advertisers may use additional space, within moderate limits, from time to time, at 12½ cents a line for each issue. All yearly advertisers are entitled to receive the paper without additional charge.

A SILVER SPOON FREE! PRINTERS' INK likes to see what sort of circulars people use who seek advertising patronage. If you are an advertiser and get a lot of this sort of literature, we want it! Sell your boy to save it for us! Send us every Saturday all that have accumulated within a week. If what you send is a larger lot than we receive from any one else for the week, we will send you a silver spoon, and another and another, just as long as the lot you send is larger than comes from any other person. Address PRINTERS' INK, 10 Spruce St., New York.

NEWSPAPER INSURANCE.

\$2 PAYS for PRINTERS' INK till 1896.

INSURE present and future business by using ST. NICHOLAS.

ON CIRCULATION—What made London *Tit-Bits*? How did *Answers* reach 700,000? *Pearson's Weekly* nearly a million! New York Press and Advertiser increase 200 per cent in a year! Only one answer—FREE INSURANCE! THE COUPON COMPANY, No. 173 Broadway, New York, is the only agency in the United States for making contracts with newspapers for use of coupons. Write or call. Always happy to confer with business managers.

ADVERTISING NOVELTIES.

IN AMERICAN GARDENING pays.

ADVERTISING rates invariable in ST. NICHOLAS.

TWO dollars, sent before Feb. 1, will pay for PRINTERS' INK till Jan. 1, 1896.

MAZZAROTH—Beautiful calendar in colors. Send stamp. BIGGS, Box 645, Louisville, Ky.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 345 Washab Ave., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar.

TO LET.

ADVERTISING space in ST. NICHOLAS.

AMERICAN GARDENING for first-class advertisements.

TILL 1896 for \$2—To any person who sends two dollars before February 1st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1893. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE.

ADVERTISING space in ST. NICHOLAS.

\$1 BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

AT one-half price, nearly new Babcock Dispatch No. 7. THE DAY, New London, Conn.

HOE type web perfecting press at a bargain. Prints from ten to twelve thousand papers an hour. For particulars address P. O. Box 72, New Haven, Conn.

\$3.250 ONE-HALF cash, balance on easy terms, for leading job office and only book bindery in city of 30,000. Address J. B. JEWELL, Springfield, Mo.

IMPOSING stones, two marble, 25x80, and coflins. Worn only where quails have tracked. Chases used were \$220. Will sell cheap. HEBER WELLS, 8 Spruce St., New York.

NEWSPAPER and job printing office in Eastern Pennsylvania for sale. Paper 28 years old, and only one in town of 2,800 population. Address "K," care Printers' Ink.

ADMINISTRATOR'S SALE—Patent right of valuable specialty, already proved a success. French right sold recently for \$4,000. "OPPORTUNITY," Printers' Ink, 10 Spruce St.

NEW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG CO., Box 378, Ridgewood, N. Y.

SEVERAL lots of desirable nervous debility letters, subscription letters and miscellaneous letters for sale, or rent for copy. Write us. A. LEFFINGWELL & CO., Boyce Bldg., Chicago, Ill.

TILL 1896 for \$3.—To any person who sends two dollars before February 1st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1896. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—A well equipped Democratic country newspaper, in good locality. Steam power. Campbell cylinder. Gordon jobber, Gem paper cutter, mostly all new body and job type. Paying trade. Good place for young man. Proper reason for selling. Address "M," Printers' Ink.

FOR SALE, CHEAP—Model book and job printing establishment in the "Boom City" of the country. Inventories about \$40,000, including 8 cylinder presses. Will sell at "slaughter" price, and make special terms. Write for descriptive circular. NIAGARA PRINTING CO., 337-365 Seventh St., Buffalo, N. Y.

\$3,800 Will buy the only newspaper plant in a village of 3,500 in Western New York, with steam power, presses and a complete and perfect outfit throughout. No other printing house within 15 miles. \$1,000 down and the balance in long time payments. Ad. "ADMINISTRATOR," care Printers' Ink.

FOR SALE—The whole or part interest in THE EVENING LEADER and job printing establishment. Only newspaper published in the senatorial district comprising the city of Manchester and the counties of Chesterfield, Fowham and Goodland, and practically the only job printing office in the district. Terms easy. Address BENJ. P. OWEN, JR., Manchester, Virginia.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

"THE PREPARATION OF ADVERTISEMENTS," a valuable little book on this subject. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

\$2 PAYS for PRINTERS' INK till 1896.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent before Feb. 1.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will try ST. NICHOLAS.

"PEERLESS" CARBON BLACK. For fine inks—unequaled—Pittsburg

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'd, 10 Spruce St., New York. Special prices to cash buyers.

CHEAP as dirt, fine as silk, 1,000 gold embossed letter heads. Best bond paper. With special design to order, \$9.95 complete. LANDON PTG. CO., Columbus, O.

PAINTER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

TRY AMERICAN GARDENING.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent before Feb. 1.

CHAS AUSTIN BATES, 630 Vanderbilt Bldg., New York. "Ads that sell goods."

A VERBAL "winkle" to a business bait will often catch the eye and interest of a very cautious "fish." JED SCARBORO, Station W, Brooklyn.

CHANGE your ad. Sameness becomes monotonous. BERT M. MOSES writes ads different from other people's. Try new blood and fresh ideas. Lock Box 283, Brooklyn, N. Y.

WHEN you're sick you go to a doctor. When you advertise you ought to go to an ad writer. BERT M. MOSES writes ads different from other people's. Lock Box 283, Brooklyn.

MY services do not cost anything. They are not an expense, but a profit-bringing investment. I feel that they are more necessary to the retail dealer than the money he pays is to me. During '94 I shall charge 50 cents each for ads on yearly contracts of 4 to 30 ads per month. Occasional retail ads will be \$1 each. Ads for specialties from \$2 up. CHARLES AUSTIN BATES, 630 Vanderbilt Bldg., N. Y. "Ads that sell goods."

PREMIUMS.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent before Feb. 1.

WANTED by Advt. Dept. AMERICAN GARDENING.

"BOX o' Brownies" (rubber stamps, retail \$5c.). EAGLE SUPPLY CO., New Haven, Ct.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 143 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

NEWSPAPER Premiums. Largest line, lowest prices. ARIEL BOOK CO., 1115 Market St., Philadelphia.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

THEATER PROGRAMMES.

\$2 PAYS for PRINTERS' INK till 1896.

ADVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address ADOLPH STEIN, 113 E. 14th St., N. Y.

STREET CAR ADVERTISING.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent before Feb. 1.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

DESIGNS, sketches and illustrated ads drawn. E. LUTZ, 165 West Ave., Buffalo, N. Y.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 3c. per inch. Magnificent catalogue, 35 cents. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

MISCELLANEOUS.

ST. NICHOLAS.

ADVERTISE in **AMERICAN GARDENING**.

VAN BIBBER'S
Printers' Rollers.

TWO dollars, sent before Feb. 1, will pay for **PRINTERS' INK** till Jan. 1, 1896.

RIPANS TABULES purify the blood and restore the complexion.

ELECTROTYPES.

TWO dollars, sent before Feb. 1, will pay for **PRINTERS' INK** till Jan. 1, 1896.

WHEN you need anything in the electrotype line, write to E. T. KEYSER, 5 Beekman St., N. Y., stating quantity and size desired.

ADVERTISERS use the Cellotype because they are made of celluloid, hence are very light and can be sent by mail at small expense; are more durable than electrotype and equal to a brass die. Cellotypes and cellotyping machinery, manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

ADVERTISING AGENCIES.

ALL indorse **ST. NICHOLAS**.

FURNISH rates for **AMERICAN GARDENING**.

O. L. MOSES, 132 Nassau St., N. Y., publishers' special agent.

GEO. W. PLACE—NEWSPAPER ADVERTISING, 52 Broadway, New York.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies, 102 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency, 19 East 14th St., New York.

100 LEADING dailies, circ. 4,000,000; \$3 rate. **FLETCHER ADV. AGENCY**, Cleveland, O.

IF you have in mind placing a line of advertising anywhere, address B. L. CRANS, Room 4, No. 10 Spruce St., N. Y. City.

IF you intend to advertise in any manner in the D. C. consult us. **HERMAN J. MARTIN CO.**, 1902 7th St., Washington, D. C.

IF you wish to advertise anything anywhere at any time, write to the **GEO. P. HOWELL** ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency, **WILLIAM HICKS**, proprietor, 150 Nassau St., New York.

A LIVE Washington letter in exchange for advertising space in your paper. Write us. **HERMAN J. MARTIN CO.**, 1902 7th St., Wash., D. C.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 119-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. **HERMAN J. MARTIN CO.**, 1902 7th St., Washington, D. C.

TILL 1896 for \$2—To any person who sends two dollars before February 1st we will send a receipt for **PRINTERS' INK**, paid in full to Jan. 1, 1896. Address **PRINTERS' INK**, 10 Spruce St., New York.

THE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

ADVERTISING MEDIA.

TWO dollars, sent before Feb. 1, will pay for **PRINTERS' INK** till Jan. 1, 1896.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

COVER the State of Indiana, 13 leading dailies. **FRANK S. GRAY**, 13 Tribune Bldg., N. Y.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

THE Church Press Association, Incorporated, publishers of twenty Church Magazines, combined circulation, 35,000. Samples and rates on application. 10 S. 18th St., Phila., Pa.

HOMES and **HEARTHS** will be a winner for advertisers; 50,000 copies monthly, every copy circulated; 40c. line; yearly orders \$3c. Send to **WATTENBERG'S AGENCY**, 31 Park Row, N. Y.

TO reach the Canadian buyers advertise in the Canada Newspaper List (59 papers). Proved circulation, 32,000 copies weekly. Special low rate to those who apply now for space. The largest advertisers in the U. S. use this list. Address, for rates, etc., **CANADA READY-PRINT CO.**, Hamilton, Can.

SEND IN YOUR ORDERS FOR 1896. Yearly orders for classified advertisements in **PRINTERS' INK** will be accepted at 15c. cents a line while pre-sent discounts prevail, and contracts carry with them the right to use additional space, within reasonable limits, at same rate. Address **PRINTERS' INK**, 10 Spruce St., New York.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 12 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. **GEO. S. KRANTZ**, Special Agent, 102 W. 14th St., N. Y.

EVERY merchant wants a paper of some kind, to judge from our mail. Only one trouble, they cost too much. So, to avoid this, we have hit upon an 8-page paper; contains 6 pages of illustrations, jokes, etc., and the first and last pages left blank for the customer's advertisements. We ship in sheets, so that the purchaser can print these 2 pages at home to his own taste. These do work up in very attractive style, and are selling well. Our price helps to rush them off—\$8.00 per 1,000. Just the thing for printers to keep in stock. We get them up new and fresh every month. December number is just out. Send orders to **W. F. WHEELER**, 132 Nassau St., N. Y.

NEWSPAPERS AND PERIODICALS.

CONNECTICUT.

LADIES' HOME JEWEL, New Haven, Ct. A High-Class Magazine. Will pay advertisers.

Household Pilot
The and Modern Queen, New Haven.
Circulation extends into every State and Territory.

DISTRICT OF COLUMBIA.

A LERT advertisers advertise in **KATE FIELD'S** WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga., all home print; 1,600 subscribers.

"THE OLD HOMESTEAD, Atlanta's popular home monthly, is one of the best and most interesting magazines published in the South. It contains well conducted departments devoted to literature, art and science, together with valuable and interesting matter for all members of the family. **THE OLD HOMESTEAD** is edited by Mr. J. Warren Lewis, who is fitted by long experience and exceptional ability to conduct a magazine of this kind."—*Weekly Journalist*, Boston, Mass., Nov. 30, 1893. Advertising orders given prompt attention. Address J. WARREN LEWIS, Atlanta, Ga.

MASSACHUSETTS.

40 WORDS, 6 times, 50 cents **ENTERPRISE**, Brockton, Mass. Circulation, 7,000.

MICHIGAN.

FREE Will insert your ad free if we don't prove 30,000 every month. Rate, 15c. a line. Once a Month, Detroit, Mich.

MINNESOTA.

DO you want to reach the Scandinavians? **MINNEAPOLIS TIDENDE**, Minneapolis, Minn., has 10,000 sworn circulation. Write for rates.

The Housekeeper, Minneapolis, Minn. Woman's Home Paper. **Pays Advertisers.**

MISSOURI.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

NEW JERSEY.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

NEW YORK.

ST. NICHOLAS.

THE Le Roy (N. Y.) GAZETTE is a first-class weekly newspaper.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

TO reach 19,630 hardware dealers, use **THE HARDWARE DEALER**. \$1.25 in. mo. 78 Reade St., N. Y.

AMERICAN GARDENING is the best for seeds, plants or implements. Lowest rate for circulation in America.

ALBANY, N. Y. TIMES-UNION, every evening, and **WEEKLY TIMES**, reach everybody. Largest circulation. Favorite Home paper.

A COMPARISON

'During 1892 **THE EVENING POST** contained 377,862 lines more advertising than any other evening paper in New York City, a visible concession to its superior value as an advertising medium.

ADVERTISERS

"Keep your eye on GODEY'S"

because the reading public are getting, through us,

"2 for the price of 1,"

which means—"Practically your choice of any American Periodical Free."

NORTH CAROLINA.

Our Southern Home, 40p. mo. Immigration Journal. Cir'n large, advg. rates low Hamlet, N.C.

OHIO.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. **THE OHIO STATE JOURNAL**—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

THE value of WOMANKIND as an advertising medium is plainly evidenced by the letters received from advertisers telling the publishers of the large number of replies received in answer to their advertisements. **GEO. S. BECK**, 193 World Bldg., N. Y. City, Eastern Manager.

THE AMERICAN FARMER and **FARM NEWS** have there is no doubt of it—the largest bona fide circulation of any monthly agricultural journal published anywhere in the world. The "ad" rates are very low, considering the character and extent of the circulation, and returns are certain as fate. **GEO. S. BECK**, 193 World Bldg., N. Y. City, Eastern Manager.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city: viz: 449,964.

MR. WM. B. REED, of Chambersburg, Pa., a leading rose-grower, and proprietor of the Chambersburg Nurseries, wrote, under date of October 30, 1893: "Of the fifty-seven papers used, **PARK'S FLORAL MAGAZINE** stands at the head of the list, yielding nearly seven times the cost of the insertion. With only two exceptions, none of the others yielded more than two times the cost of insertion, and forty-six of the papers did not pay cost of insertion. The list included *Ladies' Home Journal* and the leading magazines and horticultural journals of the country. Yours sincerely, **WM. B. REED**."

RHODE ISLAND.

THE NEWS, Providence, R. I., every evening. ONE CENT. 10,000 circulation.

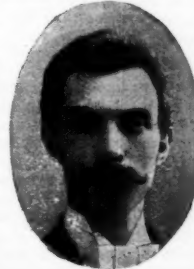
WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 20 cents a line.



For 1894.

More Thinking.
Less Shrinkin.
Less Capers.
Better Papers.
Better Trusting.
Less Busting.
Fewer Burns!
Better Returns
That's our wish
to advertisers.
THE AMERICAN
SCHOOL BOARD
JOURNAL,
WM. GEO. BRUCE
PUB.,
MILWAUKEE,
WIS.

MANITOBA.

THE MANITOBA (Monthly Magazine), Winnipeg, Man. Circ., 2,116; largest, 9,000. 30c. a line.

CENTRAL AMERICA.

PANAMA STAR AND HERALD—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. **ANDREAS & CO.**, gen. agents, 42 Broad St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Three Dollars a hundred; single copies, Five Cents. No back numbers.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

OFFICES: No. 10 SPRUCE STREET.

NEW YORK, JANUARY 10, 1894.

In looking at a late issue of the Walkersville, Maryland, *Enterprise*, it was observed that it contained five different advertisements of other newspapers. It was afterwards ascertained that all of these advertisements were paid for by subscriptions to the papers advertised. Mr. Augustus Clemm, the publisher, says that it is and always has been the usage of publishers to insert advertisements in exchange for copies of other newspapers. In the same paper the publisher advertises for agents and correspondents, and says that these receive subscriptions to the paper in payment for their services. Every newspaper man knows that these usages have prevailed since the time of Benjamin Franklin. Publishers who apply for copies of *PRINTERS' INK*, to be paid in the same way, are therefore astonished to learn that the request cannot be complied with, because the department rules that such a practice infringes postal regulations, and would put in jeopardy the right of the paper to be carried in the United States mails as second-class matter.

DID you ever hear of a place called Nanaimo? It is on the Island of Vancouver and 75 miles from Victoria. If you live in what you consider an enterprising city and believe that your local daily paper is first-class, write to the publisher of the *Daily Telegram*, Nanaimo, British Columbia, and ask for a sample copy of his paper, and when you obtain it compare it with your home production. Go down and talk with the publisher about it afterwards, and ask him why it is that he can't print as good a paper, or obtain as good a local patronage, or have his paper as free from dead-head or objectionable advertisements? A useful lesson may be learned from Nanaimo.

In its column of "Poems Worth Reading" the New York *Sun* of Dec. 31st reproduces the rhymed advertisement of the San Francisco *Examiner* that had occupied the \$200 first page of *PRINTERS' INK* of the 27th. It is not often that a writer of advertisements succeeds in inducing high-priced journals to reproduce his production without charge, and solely on account of literary merit.

No American advertiser has ever been more successful than Dr. J. C. Ayer of Lowell. No advertiser ever succeeded in maintaining better terms with the newspapers. The doctor made close bargains, but he lived up to all agreements, and it was a marked feature of the management of his office that the letters emanating from it were pleasant to read.

In a late issue of the Newport, Rhode Island, *Observer*, we note:

One of the largest advertising companies in the country, in renewing its contracts with us for next year's work, concludes with the remark: "We believe that our business relations during the present year have been mutually profitable and pleasant;"

and the editor adds:

This shows what business we do and how we do it.

It may not be safe to hazard a guess that the communication which gave the *Observer* so much pleasure emanated from Dr. Ayer's office, for the doctor has long been dead; but whoever sent it gave the newspaper man something that pleased him and cost the giver nothing.

THE *World* search-light is a pleasing novelty in advertising, and shines so brightly across the river at times into Rev. Dr. Abbott's Brooklyn study that he can read his Bible by the light of the *World*. But when it comes to throwing this illumination into the *Times'* windows and against the blank wall of the *Tribune*, isn't that rather "rubbing it in?"

ROGERS, PEET & Co. give good thought to their signs. The one on the corner of their Warren street store is lettered on both sides and stands out from the building at such an angle that it can be read from every approach. Their up-town store shows a sign whose intense black background is a hollow box-like arrangement, the red letters being fixed on a sort of raised screen.

WHO DID IT?

This advertisement is given a place here on account of its excellence. Note how conspicuous it is. How simple. How straightforward. It is the best advertisement of a proprietary article that PRINTERS' INK has seen for weeks. If the Diamond Crystal Salt Co. intend expending ten thousand dollars in familiarizing the public with their trade-mark name, and have paid the writer and designer of this advertisement an even thousand dollars for his services, they will still be fortunate if the investment of the other nine thousand is as effective, in proportion, as the first one in producing beneficial results.

If the man who wrote this advertisement and planned the display will send his name and his picture space shall be made for them in these columns.

MR. E. N. ERICKSON, who has been putting out the advertising of Allcock's plaster for nearly forty years, believes in the weekly editions of the metropolitan daily papers, and counts them among his best mediums. He mentions two high-class "family" monthlies that will not advertise any other plaster.

ALASKA.

The total reading population of Alaska is not greater than may be found in a single prosperous village in Central New York. There are no mail routes. Outside of the streets of the little settlements there are not five miles of road in the territory. To the general advertiser Alaska offers no field. It publishes three weekly papers and one monthly. Juneau is the only town that puts on anything like a business appearance, and its newspaper the only one that contains much matter of interest to residents. The Sitka publications appear to be intended mainly for the outside world. As a newspaper field, Alaska is of no earthly account. The white population is composed of miners, traders, missionaries and government officials, and all these depend upon San Francisco for their papers. No one lives in Alaska. Those who are there expect to come away the first favorable opportunity.

The Salt That's All Salt

Is the salt every one should use. The impurities in the other kinds are useless, of course, but dangerous also. The time, especially, is the cause of much kidney disease.

Diamond Crystal Salt

Is much the purest, and therefore the best salt known. Made from the best brine, by the best process, with the best grain, and sold in the best package—an air-tight and non-absorbent box.

The fact that salt is cheap is no reason why you should not have pure salt. Ask for Diamond Crystal, give it a fair trial. Write us for further particulars.

Our Dairy Salt is the standard of excellence, and no butter maker should be without it. Address

DIAMOND CRYSTAL SALT CO.,
St. Clair, Mich.

ANTEDILUVIAN IDEAS.

The North Adams, Mass., *Herald* contains a report of the transactions of the Suburban Press Association of New England, at their meeting held in Boston in December last. After a somewhat lengthy discussion the following preamble and resolution was adopted:

Whereas, advertising space is as much the stock in trade of a newspaper publisher as provisions, or groceries, or hardware, or furniture to other merchants, or skill to the mechanic, and

Whereas, it will be quite as reasonable to ask a merchant to remodel furniture, or replace hardware, groceries or provisions, or a mechanic to renew his work once accepted as entirely satisfactory, as to request over frequent changes in advertisements involving increased and unprovided for expense to the publisher, without additional compensation;

Resolved, that it is the opinion of the Suburban Press Association that all advertisers, desiring to change their advertisements oftener than once in three weeks, should pay for the additional time and labor required to make such changes, or be subject to special contracts in which additional price is required for such extra changes.

FURNACE ADVERTISING.

My good friend, Comanche Charley, once was offered the choice of being scalped before dinner or after. I advocated as extended a stay as possible, and, taking my advice, he lived to tell the tale. The most conscientious man may virtuously commend the least of alternative evils.

All furnaces are abominations, but some are less abominable than others; and the worst of them is preferable to freezing. If I had that one to sell I think I should pointedly advise tenants:

DON'T
FREEZE
IN THE
HOUSE.

I should endeavor to diffuse a genial, warmish glow of eloquence about the patent damper, the non-clinkable grate, the radiant fire-pot and herculean castings, and I should in this panegyric aim vigorously to suppress any taint of untruth or odor of coal-gas. I believe I should venture also to suggest that the

PIPES
WON'T
FREEZE.

These points would naturally appeal to tenants, and sometimes tenants have something to say about it. In the long run—counting by generations—the tenants have everything to say. But the immediate appeal must frequently be made in the technical trade and engineering journals to owners, builders and architects.

It is safe to tell them that the heating system advocated is the most economical, the easiest to introduce into any sort of basement or cellar, and least likely to blow their whole block sky-high.

The identity of interests between landlord and tenant may be assumed in the high-class popular periodicals; their intelligent constituency will appreciate the peculiar features and improvements which render every particular heating system "superior to all the others."

Let the illustration illustrate and the type tell the facts.—H. Senior.

AN EFFECTIVE CIRCULATION SCHEME.

The Chicago *World*, which is a sort of Westernized modification of the *Police Gazette* style of newspaper, has an effective way of pushing sales. A copy is sent to a prominent citizen in a town where the paper has no agent, and a marked paragraph in it reads:

If there is no one selling the Chicago *World* in your town, send in the name of a bright, lively boy, and he will hand you a paper free each week. No paper is more eagerly sought. Write name plainly, and don't delay.

Compliance with this suggestion enables the citizen to do a good turn for some boy anxious to earn a little money, and to get a free paper for himself as well. He calls in the boy, shows him the paper, and the boy thereupon fills up a blank prepared and printed in the sample paper ready for his use, giving his name, address, telling who secured him the agency, and how many papers he thinks he can sell.

I agree to act from date as the agent for the Chicago *World* on Saturday, and agree to try to sell them on the streets, in factories, private houses, to ladies, to farmers and others at five cents a copy; and that I will report every Saturday or Monday on blanks to be furnished me, and remit three cents for each copy I sell or deliver to subscribers, and keep all undelivered copies until called for.

As a rule, no further attention is ever paid to the unsold copies left over. If there are too many of them, the boy's supply will be cut down next week, and in any event they swell the circulation which sustains the advertising rates. Paper and postage are so cheap that if the boy pays for half the papers he gets, the publisher receives more than double the cost of the whole number forwarded.

THE following advertisement appeared in the New York *Gazette* of April 21, 1729: "There is a negro man and negro boy to be sold. * * * Whoever is inclined to buy said negroes may apply to John Barnberie, merchant in New York."

Emily: Did you see our new minister's picture in the Sunday paper?

Inez—No! What has he been cured of?

THIS was upon a sign in West Broadway some years ago: "Sausage factory, by A. Mouse."

SALESMAN VERSUS AD.

The ad was that of a shoe store—a bright, business-like, cordial, catchy ad. I warmed up to it at first glance. It struck me as being the very index of a genteel house—a place where you could feel easy and at home while being fitted—a sort of way-side rendezvous for corn-cursed souls. But it wasn't.

The salesman who approached me, as I entered, knocked all the warmth out of that ad, first shot. He was as sour and sullen as an underpaid clam-opener. When I told him I had tender feet, high insteps and long heels, in order to aid him in selecting the proper shoe, he looked cynical and said he guessed I was kind of a crank about my shoes. I got warm under the collar and called his attention to the statements made in the ad about fitting all kinds of feet, which was something like this:

SMALL	FEET	QUICKLY
LONG		EASILY
WIDE		AND
THICK		COURTEOUSLY
DISTORTED		SHOD

He said he knew nothing about the ad—and less about selling shoes, I thought. He unwillingly let me try on every kind but the right kind, and I knew he had what I wanted. A friend whose feet possessed the same peculiarities had been fitted there, but evidently by some other clerk.

The fellow's manner made me feel as though I was actually imposing on him, and after several fruitless attempts at getting the shoe I went for, I sneaked out into the sunshine where the warm snow lay banked in the streets, determined never to re-enter that mercantile ice-box again unless I learned that its salesmen read and lived up to its advertisements.—*Jed Scarboro.*

“ADVERTISEMENTS are absolutely necessary. Even divine worship (*le bon Dieu*) needs to be advertised—else what is the meaning of church bells?”—*La-martine.*

A WESTERN New York paper advertises for “an honest boy to make a devil of.”

A BAKER recently advertised in a city daily: “Wanted, a boy to work on cake.”

A CORN extractor: The crow.

BE HONEST.

In my seven years' experience here I have been able to get the confidence of the people so that they not only read my ad, but know they are sure to find the goods, and just as represented.

I take care not to advertise an article until I have it in stock, and do not misrepresent. I had a lesson when I first commenced business that was of great benefit to me. I bought a certain article at a price away below the market, had the bill of it, also railroad shipping bill, and was anxious to use it for a leader to draw trade. I sent an ad describing and quoting price to the paper, expecting that by the time the paper was out it would be in stock, but through an error in shipping it was sent to the wrong State and was nearly a month before shipment was traced and delivered to me. Meanwhile the paper containing my ad had gone out and many people came to the store asking for it, some of whom came out of their way on strength of my ad. Of course they went away disgusted, thinking it was only a low price quoted on an article which we did not have, simply to get people to come in, hopes that they would buy something else. Instead of being a help it was the reverse.—*A. E. Black, in The Merchant, Cleveland, O.*

HE READS THE CLASSIFIED ADS.

J. C. BARDWELL, Apothecary and
Manufacturer, 26 Southbridge st.
Established in 1886.
WORCESTER, Mass., Dec. 29, 1893.

Messrs. Geo. P. Rowell & Co.:

I inclose check for \$2 for a paid-up subscription to PRINTERS' INK. If I had not found your paper to be well-nigh indispensable, I would not invest even so small a sum as \$2, when dollars are so scarce as for the last few months. I have been a subscriber to the *Druggist's Circular* for more than fifteen years, and that paper is almost indispensable to a druggist, but I have dropped that paper for the present, to economize a little, so as to go on with PRINTERS' INK, which I find is a great source of help in various ways. Some of those little classified ads have put me on the track of profitable business. If the paper contained nothing but the classified ads I should still consider it well worth the subscription price.

J. C. BARDWELL.

AN EXQUISITE PLEASURE—AND INEXPENSIVE.

I have been looking over back numbers of the PRINTERS' INK, and the more I look them over the more new things I find. I take a good deal of pleasure in looking over and studying the advertisements. It helps me a great deal at my business.

F. M. SHEETS,
Rouse's Point, N. Y.

AN ADVERTISER'S APPEAL.

["Mr. Caine (who advocates prohibiting open-air advertisements in rural places) forgets that a good many people are unable to see that an advertisement of soap and pills mars the beauty of a landscape."—*Illustrated News*.]

Oh, Mister Caine—not Sugar-Caine, but bitter

'Gainst alcohol and opium and field-signs—

Why put poor advertisers in a twitter

By laying thus hard legislative lines

In the defense of merely pastoral beauty,

By levying on field-signs a fine or duty?

Good gracious! what *are* meadows, rocks and trees

Compared with the necessity—*absolute*, sir!—

Of advertising silks and soaps and teas,

Popkins' Pickles, Boddle's Bottled Fruit, sir?

Or how should he King Mammon's heavy hand 'scape

Who'd sacrifice great £ s. d. to—landscape?

A nuisance? Nonsense! Posters and placards,

In field or forest, serve the public better

Than all the blatant bosh of bleating bards.

The advertising art would you thus fetter?

What *is* the worth of rivers, rocks and hills

Compared with Smugson's Soaps and Podger's Pills?

Soap, sir, means cleanliness, and pills mean health;

And sanitation's surely more than scenery! Subordinate the claims of health—and wealth—

To sentimental love of rural greenery?

No, Mister Caine, I wonder *you're* not wiser;

Pan is at present the great advertiser!

—*Punch*.

An old neighbor of mine

While dying with a cough,

Desired to hear the latest news

While he was going off.

I took the paper, and I read

Of some new pills in force.

He bough a box and he is dead?

No—hearty as a horse.

—*N. P. Willis*.

NOT TOO FULL OF CONCEIT.

2734 GIRARD AVENUE, }
PHILADELPHIA, Pa., Jan. 2, 1894. }

Editor of PRINTERS' INK:

I cannot get along without the "Little Schoolmaster in the Art of Advertising," and must say that every advertiser and advertising manager, not too full of conceit, must frankly confess that he is doing himself an injustice by not at once becoming a subscriber.

GEORGE W. MOSER,
Adv. Manager.

THEY WILL CONTINUE FROM TIME TO TIME.

"THE KNOXVILLE SENTINEL," }
KNOXVILLE, Tenn., Dec. 30, 1893. }

Editor of PRINTERS' INK:

Several of our customers found it very convenient to use your ready-made advertisements in PRINTERS' INK. I am very sorry that you discontinued them.

Very truly yours,

R. H. HART, Sec'y.

TWO ALABAMA DAILIES.

Editor of PRINTERS' INK:

The *Mobile Register*, to which reference is made in your recent article on advertising in Alabama, is the oldest journal in the South-western States, having preserved its name, location and character for a period of more than seventy years, its first issue bearing date December 10, 1821.

The *Montgomery Advertiser* was established but seven years later, and has since been published without interruption.

It is doubtful if you find a combination of newspapers in any other State in which the principal ones can show such a long existence and with better claims for patronage from advertisers.

It is said that many persons in New England believe that Horace Greeley is still editor of the *Tribune*, and look upon that paper as their Bible. These two Alabama papers both antedate the *Tribune*, and are probably of equal authority among their readers.

MISSISSIPPI.

EFFECTIVE TEACHING.

OWEN SOUND, Ont., Dec. 29, 1893.

Geo. F. Rowell & Co.:

Inclosed please find two dollars, for which send PRINTERS' INK, as per your offer. The little schoolmaster is teaching us something. We have doubled our business in two years.

MCCOLL & LEE.

WHY HE TAKES TRADE PAPERS.

I take several trade papers, mainly for the advertisements, and have often found in just that way something that I was enabled to do a good business with, that I would not have had only through the ad. We take a trade paper for every department of goods we handle. I first bought Calumet Baking Powder on the strength of an ad in *The Ohio Merchant*, and after trying it in my own house, found it was just the article I wanted, something I could recommend and sell at a moderate price and make a living profit. I also became acquainted with the W. H. H. Peck Co. through the same medium, and have bought three small bills of them, having just commenced a trade that promises to be a very satisfactory addition to our business.—*A. E. Black, of Conneaut, O.*

METAPHORICAL.

The *Flaming Sword* is the name of a Chicago paper, edited by the Koreshan Unity and published by the Guiding Star Publishing House.

PHYSICIANS AS ADVERTISING MEDIA.

From *Cassell's Saturday Journal*.

It is a little-known fact, too, that a certain class of medical men are always willing to puff health resorts if they can get anything by doing so. And not a few watering places are equally glad to buy their services. A gentleman interested in one place, the writer does know, has given many a five-pound note to doctors merely for puff.

Reporter (at front door): There is a rumor that Mr. Greatman has just died. Is this true?

Butler—Yes; but he has nothing to say for publication.—*Life*.

An employing printer recently related a curiously suggestive experience to the Spectator. He advertised for a "first-class proof-reader," and had answers sent to the address "Nonpareil." Of the twenty-one replies received, four were addressed to "Nonpareil," and one to "Nonpareil." When it is remembered that one of the elementary and indispensable qualifications of a proof-reader is accuracy in spelling, the humor of such applications must be evident to every one but the applicants—they probably have no room for such a sentiment.—*Outlook.*

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted
Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

100,000 CIRCULARS Send for Samples.

\$30.00. AVERY L. RAND, 127 Purchase st., Boston.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres't., 314, 316 Broadway, New York City.

**BEST
HALF-TONE
PORTRAIT,**
Single col.,

\$1.50

CHICAGO PHOTO ENG. CO., 126 Madison.

**FRENCH
ADS.**

French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. J. B. FRANCOIS, 1500 Notre-Dame Street, Montreal, Canada.

PNEUMATIC TUBES

FOR NEWSPAPER OFFICES.

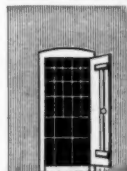
SEND FOR ESTIMATES TO

METEOR DESPATCH CO.,

22 E. 14th St., New York.

89 State St., Boston.

The Passaic, N. J., News, uses our system.



**VAULTS SUBDIVIDED,
SAFES FITTED,
CLOSETS PARTITIONED,
ROOMS SHELVED.**

WITH
ACME
WIRE
PARTITION
RACKS.

POPE RACK CO.,
St. Louis, Mo.

STUDY LAW

AT HOME.

TAKE A COURSE IN THE
Sprague Correspondence

School of Law.

(Incorporated) Send ten
cents (stamps) for
particulars to

J. COTNER, JR., SECY
DETROIT, MICH.
25 Telephone Bldg.



"Two heads are better than one"

Perhaps you can use mine to bring you new business: Plain English is a strong selling agent: Your circular or catalogue, or any advertisement, ought to be carefully prepared by one who can give all attention to it. If you will tell me what you aim at in your printing, I may help you to hit. I write and design every form of advertising matter, and also attend to the printing if desired.

WOLSTAN DIXEY,

Writer of Advertising,
86 World Building, New York City.

NEWS INKS.

BEST IN THE WORLD: WARRANTED.

I want orders accompanied by a check in full payment—not otherwise.

Goods delivered free at any railroad or steamboat in N. Y. City.

500-pound Barrel at 4c., \$20 00

250-pound Barrel at 4½c., 11 25

100-pound Keg at 5c., 5 00

50 pound Keg at 5½c., 2 75

25-pound Keg at 6c., 1 50

Check with Order—every time.

Send copy of paper and tell kind of press used and temperature of press-room.

Satisfaction Guaranteed.

ADDRESS

WM. JOHNSTON,

FOREMAN PRINTERS' INK PRESS,

10 SPRUCE STREET,

NEW YORK.

I have ideas of my own about advertising and about the preparation of advertising matter.

I know that they are good ideas, from my own experience and from the experience of over one hundred pleased clients. Still I do not pretend to dictate the style of your ads any more than, as an architect, I would dictate the style of your house.

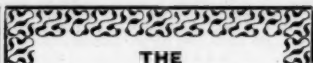
By consultation and intelligent co-operation we get at the best that there is in your business and we tell it in the way best suited to the circumstances.

One style of writing won't fit everything. Still, whatever style I use I try to make it clear, sensible, convincing.

Ads for retail business one dollar each.
Ads for specialties two dollars and more.
Circulars (my strong point) \$5 and more.

CHARLES AUSTIN BATES, 620 Vanderbilt Bldg., N.Y. "Ads that sell goods."

ANYTHING
IN
ADVERTISING
CHAS. K. HAMMITT,
Two-Thirty-One
BROADWAY,
NEW YORK.



THE GOLDEN RULE,

BOSTON, MASS.,

Will publish FEBRUARY 15th a

~ SEED ~
NUMBER

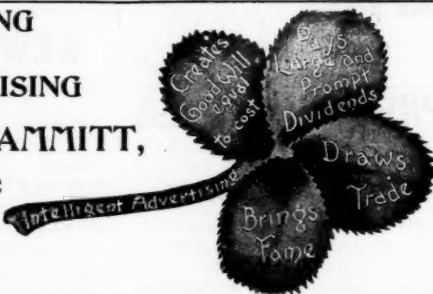
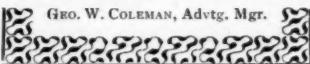
The whole issue, Editorial Contents,
Advertisements and all,
will be devoted to

SEEDS.

WRITE FOR PARTICULARS.

GOLDEN RULE COMPANY,
646 Washington St., Boston, Mass.

GEO. W. COLEMAN, Advtg. Mgr.



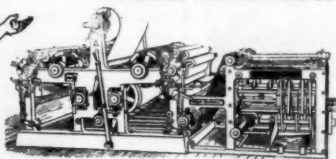
The "New Model" Web.

Campbell Printing Press & Mfg. Co.
160 William Street, New York.

"WE CAN RUN IT."

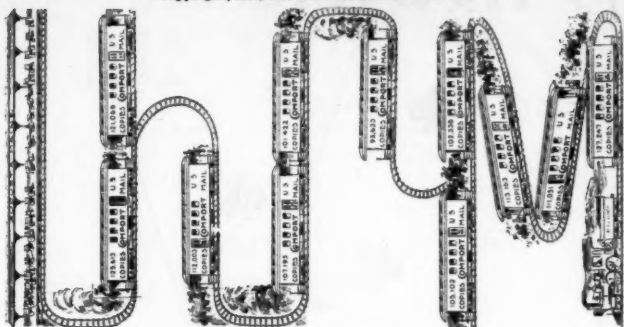
Yours truly,

A SMALL MAN AND A BIG BOY.



THE "U." "S." "M." ROUTE!

Copyright, 1893, The Gannett & Morse Concern.



Covers every city, county, and State in the Union.

Operates every railroad throughout America.

Makes regular monthly trips to over Sixty Thousand Post Offices.

Furnishes the Key to One Million Two Hundred and Twenty Thousand Homes.

Opens the door to Profit and Prosperity.

Requires Eleven United States Mail Cars for each and every trip.

Turns the "Tide of Trade" towards those who patronize it.

Space of agents or of us. The Gannett & Morse Concern, Publishers; Home Office, Augusta, Maine. Boston, John Hancock Building. New York, Tribune Building.

THE CHRISTIAN STANDARD,

CINCINNATI,

A GOOD
ADVERTISEMENT

is a religious paper, that has circulation, age, character, influence, and the fullest respect of its readers. It is most progressive, and a leader among the religious press. An illustrated, original, and popular paper secures business. Such a paper is the **Christian Standard**, Cincinnati, well known as the **Standard Religious Newspaper of America**. Advertising patronage very large. Send for sample copy. Try it. Rates reasonable. Any reliable agency, or H. C. Hall, Advertising Manager, Free Press Building, Detroit, Mich.

Which?



THE NOVICE in advertising is likely to deal with those most prolific in promises, those who offer the largest list of papers, etc., irrespective of their value. He thinks that, as the deuce has double the spots on the ace, it is worth twice as much, and he is very apt to **HE WANTS QUANTITY.** draw deuces in his advertising.

THE EXPERIENCED ADVERTISER is not misled by promises and long lists of papers, comprising a few good publications and many of doubtful value, but employs an agent, who selects mediums for his use that will prove **HE WANTS QUALITY.** profitable and bring returns.

We strive to deal aces to all our customers—selecting for each such mediums as will pay the best, and preparing advertisements that will do the work expected of them, and we never relax our efforts to make the entire investment a profitable one.

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